



California Conservation Corps Watershed Stewards Program in partnership with AmeriCorps

Recruitment Leader Position Description



WSP Recruitment Leader:

This position is with both the California Conservation Corps AND AmeriCorps. The term of service begins in October and ends in mid-August each year. It is fulltime (40+ hours/week) and requires occasional overnight travel throughout coastal California. All Members are required to work 40+ hours per week and on weekends as needed to reach the required 1700 Hours.

Position Overview: The purpose of this *new* position within WSP is to help diversify recruitment methods and to strengthen the resources provided to WSP Members, Placement Site partners, and alumni. WSP's Recruitment Leader will work with the WSP team to expand community outreach, build social media presence, and promote the transformational impact of the program.

Recruitment Leader Activities: may include, but are not limited to:

- Work directly with WSP's Region II Program Coordinator in San Luis Obispo to diversify WSP's recruitment methods and materials.
 - Develop marketing materials using video, audio, digital content.
 - Build and maintain WSP's social media presence.
 - Create additional outreach materials (brochures, info pamphlets, etc.).
 - Assist with photo and video documentation at WSP events.
 - Plan for, attend, and host recruitment events.
 - Expand recruitment and community outreach through presentations at colleges, career fairs, and at CCC centers.
 - Create outreach presentations using software such as Illustrator, Publisher, and Power Point.
 - Conduct a Capacity Needs Assessment and develop a program-specific action plan to diagnose and treat the capacity building needs of the program.
 - Develop ways to build and appreciate partnerships.
 - Communicate with other AmeriCorps programs in California to help define affordable housing and cost saving resources for AmeriCorps Members.
 - Be well-versed on the purpose of the program and its recruitment timelines.
 - Track and maintain data regarding progress towards achieving project outcomes.
 - Develop strategies to deepening WSP's recruitment efforts to diversify the WSP applicant pool, including outreach efforts to potential applicants in underrepresented minority groups.



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Member Development:

The Recruitment Leader will participate in all required WSP trainings and meetings including a week-long orientation, a three-day regional training, weekly team conference calls, WSP Member Retreat, and the WSP Member Recognition Ceremony. Training topics will include but are not limited to Wilderness First Aid/CPR, Swift-water Safety, and professional development. Other trainings will be available based on Member's interests.

Qualifications for Applicants:

- 21+ and a High school diploma
- Bachelor's Degree in a related field or a minimum of two years relevant job experience
- Possess or be willing to obtain a California Driver's License
- Clean driving record (no more than 2 points)
- US Citizen or Lawful Permanent Resident Alien

Preferred Skills and Qualities for Members:

- Effective communication skills, outgoing personality
- Public speaking/media experience
- Digital design and photography experience
- Outreach and recruitment experience
- Willingness to relocate to San Luis Obispo and travel across the state as needed